

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2018/2019

### DBS5048 – PRINCIPLES OF MARKETING

(All sections / Groups)

25 OCTOBER 2018  
9.00 a.m. – 11.00 a.m.  
(2 Hours)

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#### INSTRUCTIONS TO STUDENT

1. This question paper consists of **11** pages with 3 sections.
2. Answer **ALL** questions.
3. For section A and B, shade your answers in the OMR sheet provided.
4. For section B, shade “A” for **TRUE** and shade “B” for **FALSE**.
5. For section C, write your answers in the answer booklet provided.

**SECTION A [40 Marks]**

1. Mr. Kelly Gan bought a new toy from Shopee Malaysia which costed RM299.00. Which of the following refers to the amount the company charged for the product?
- Cost.
  - Price.
  - Value.
  - Money exchange.

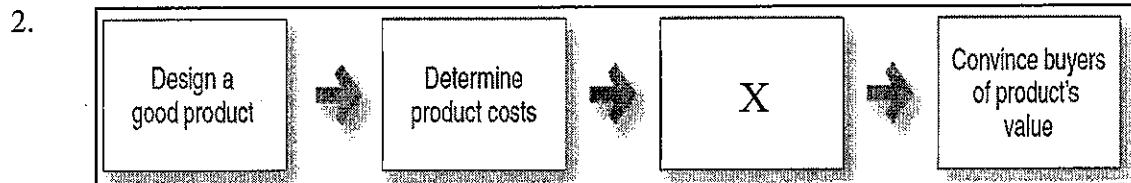
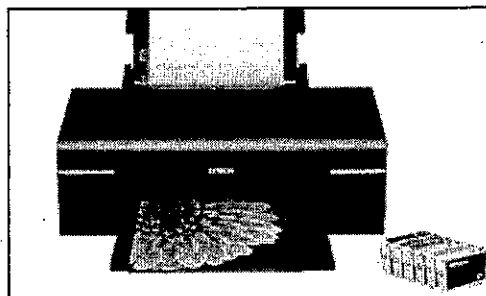


Figure 1

- Figure 1 above shows the four steps in cost based pricing strategy. What is X?
- Set value based on benefit.
  - Set value based on cost.
  - Set price based on value.
  - Set price based on cost.
3. Fiyaz and Co. introduced a new facial wash called 'Beaumen' and targeted the product to young male consumers. The company charged as low as RM 9.90 per product to attract a large market share. What is the pricing strategy that was implemented by the company?
- Market skimming pricing.
  - Market product form pricing.
  - Market penetration pricing.
  - Market customer segment pricing.

4.



Picture 1

Picture 1 above shows the product designed specifically for use with another product. The main product generally offers low in price and supportive product's price is relatively high. Which of the following product mix pricing strategies refers to?

- Captive product pricing.
- Optional product pricing.
- Product bundle pricing.
- Product line pricing.

Continued...

5.

Mrs. Nanthini received a promotional pamphlet from YouDin Family Store Sdn.Bhd. She was excited since most of the products were offered in lower price compared to the original price. Unfortunately, she detected that the price is actually not the same as what been promoted.

## Statement 1

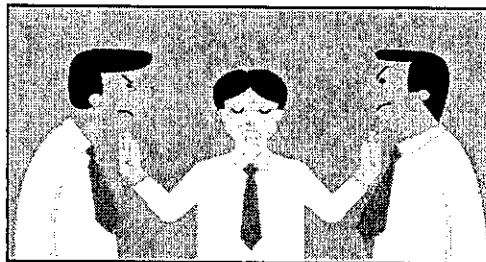
Statement 1 above is an example of public policy issue in pricing. What is the issue faced by Mrs.Nanthini?

- a. Predatory pricing.
- b. Deceptive pricing.
- c. Pricing fixing.
- d. Price discrimination.

6. \_\_\_\_\_ include the distribution channel that look toward the customer, including retailers and wholesalers.

- a. Middle stream partners
- b. Upstream partners
- c. Downstream partners
- d. Lower stream partners

7.



Picture 2

Picture 2 above illustrated a problem that might happen among channel members. What do you understand about channel conflict?

- a. Disagreement over competitors and strategy.
- b. Mutual agreement over goals, roles and strategy.
- c. Mutual contract over profits, loss and royalty.
- d. Disagreement over goals, roles and rewards.

8.

Pepsi is one of the world's choice of soft drinks product that is available in many stores and outlets. The company uses many channel members to carry out their channel work and to ensure the product is available anywhere customer located.

## Statement 2

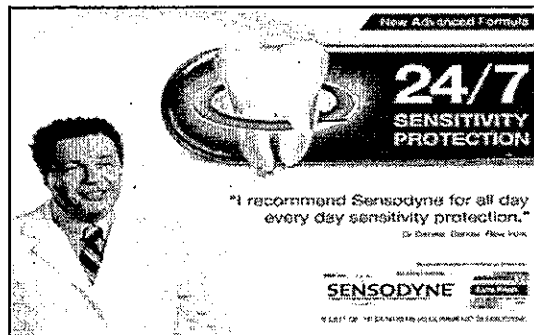
Statement 2 above is related to the channel design decision made by Pepsi. Which of the following channel design is the most appropriate?

- a. Intensive distribution.
- b. Exclusive distribution.
- c. Selective distribution.
- d. Specific distribution.

Continued...

9. When a business sets up two or more marketing channels to reach more customer segment is called as \_\_\_\_\_.  
 a. indirect intermediaries system                      c. disintermediation system  
 b. multichannel distribution system                  d. direct distribution system
10. Budaya Timur Sdn.Bhd actively produces exclusive batik and give authorization to a limited number of dealer to distribute its product in their territories. Which of the following types of distribution is the most relevant?  
 a. Exclusive distribution.                                  c. Exclusive territorial agreement.  
 b. Exclusive dealing.                                      d. Tying agreement.
11. Which of the following is **NOT** an example of sales promotion?  
 a. Discount.    c. Outdoor.  
 b. Displays.    d. Demonstration.
12. Mr. Robert Chan was interacting with customers for the purpose of engaging customers, making sales and building customer relationship. Mr. Robert Chan is engaged in \_\_\_\_\_.  
 a. personal instructor                                      c. personal selling  
 b. personal communication                              d. personal engagement

13.



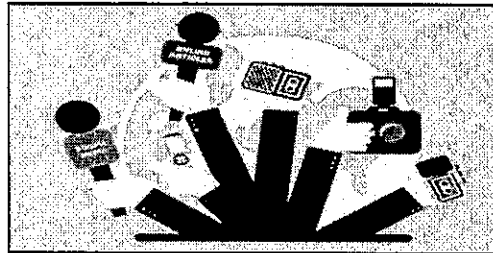
Picture 3

- Picture 3 above is an example of "*What to say*" in an advertisement and relates to the audience's self-interest. Which of the following is the most suitable message content?  
 a. Moral appeal.    c. Emotional appeal.  
 b. Interest appeal.    d. Rational appeal.
14. Lee Chong Wei is fabulous celebrity athlete who communicates about 100 Plus isotonic drink in electronic or mass media and this is one of the successful steps in effective marketing communication. As a marketer, what is the step involved?  
 a. Selecting the message source.                      c. Identify the target audience.  
 b. Choose the media to send message.              d. Determine communication objective.

Continued...

15. Mr. Tho Yu Wei is a new marketer in Tegar Sdn.Bhd. He was assigned to set the promotional budget based on the competitive-parity method. What is competitive-parity method?
- Promotion budget to match competitor's outlays.
  - Promotion budget that companies think can afford.
  - Promotion budget at a percentage unit sales price.
  - Promotion budget by specific promotion objective.

16.



Picture 4

- Picture 4 above is a kind of promotion mix tool that consist of the news, stories, feature, sponsorship and event. This form of promotion mix tool is very much trusted by consumers. Which of the following is the most suitable?
- Sales promotion.
  - Direct marketing.
  - Public relation.
  - Advertising.
17. Which of the following is **NOT** the factor to consider in preparing advertising budget?
- Stage in product life cycle.
  - Market share.
  - Competition.
  - Target market.
18. Below are the major steps in selecting advertising media **EXCEPT** \_\_\_\_\_.
- determine media reach
  - choose media types
  - select media platform
  - choose media timing
19. The measure percentage of people in the target market who are exposed to the advertising campaign refers to \_\_\_\_\_.
- frequency
  - reach
  - engagement
  - impact
20. Selecting specific media vehicles involves decisions presenting the message effectively and efficiently to the target customer. Which of the following is **FALSE** message's consideration in selecting specific media vehicle?
- Impact.
  - Cost.
  - Effectiveness.
  - Profit.

Continued...

21. \_\_\_\_\_ is the net return on advertising investment divided by the costs of the advertising investment.
- a. Return on investment
  - b. Return on advertising cost
  - c. Return on advertising investment
  - d. Return advertising revenues
22. Advertisers who advertised any products or services to the consumers should regularly evaluate the effectiveness of the result. Which of the following is the type of advertising result need to be evaluates?
- a. Communications and sales and profit effects.
  - b. Revenue and cost effect.
  - c. Experiment and distance effects.
  - d. Performance and feedback effects.
23. Below are the major tools for trade promotions **EXCEPT** \_\_\_\_\_.
- a. discount
  - b. free goods
  - c. allowance
  - d. rebates
24. \_\_\_\_\_ refers to certificates that give buyers a saving when they purchase specified products.
- a. Rebates
  - b. Coupons
  - c. Point of purchase
  - d. Price packs
25. Which of the following is **NOT** used when setting sales promotion objective?
- a. Consumer promotions.
  - b. Business promotions.
  - c. Industrial promotions.
  - d. Trade promotions.
26. Which of the following is **NOT** the major steps in sales force management?
- a. Motivating salespeople.
  - b. Training salespeople.
  - c. Recruiting and selecting salespeople.
  - d. Designing salesforce strategy and structure.
27. A(n) \_\_\_\_\_ is an individual who represents a company to customers by prospecting, communicating, selling, servicing, information gathering, and/or relationship building.
- a. accountant
  - b. motivator
  - c. salesperson
  - d. consultant
28. Which of the following is **NOT** an element in the compensating salespeople?
- a. Staff discount.
  - b. Fixed amount.
  - c. Variable amount.
  - d. Expenses.

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Continued...

29. Delivering more value and satisfaction to target consumers than competitors refers to \_\_\_\_\_.  
a. competitive advantage  
b. competitive analysis  
c. competitive strategies  
d. competitive edge
30. Below are the approaches to marketing strategy **EXCEPT** \_\_\_\_\_.  
a. entrepreneurial marketing  
b. formulated marketing  
c. intreprenurial marketing  
d. implementation marketing
31. Referring to the Michael Porter's competitive positioning strategies, which of the following is related to a losing strategy?  
a. Cost leadership.  
b. Differentiation.  
c. Focus.  
d. Middle of the road.
32. Which of the following is **NOT** a type of competitive position?  
a. Market leader.  
b. Market follower.  
c. Market challenger.  
d. Market owner.
33. Developing new users, uses and usage is a strategy usually used by \_\_\_\_\_.  
a. market follower  
b. market challenger  
c. market leader  
d. market nicher
34. Companies that uses \_\_\_\_\_ paying little attention to customer centered or competitor centered.  
a. customer orientation  
b. competitor orientation  
c. product orientation  
d. market orientation
35. \_\_\_\_\_ means meeting the future needs of customers and businesses.  
a. Sustainable marketing  
b. Marketing  
c. Strategic planning  
d. Societal marketing
36. Which of the following is **NOT** the impact of marketing on individual consumers?  
a. High prices.  
b. High pressure selling.  
c. Good service for advantage consumer.  
d. Shoddy products.
37. \_\_\_\_\_ is the organised movement of citizens and government agencies to improve the rights and power of buyers in relation to sellers.  
a. Ethics  
b. Consumerism  
c. Sustainability  
d. Social

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Continued...

38. In general, the seller has the right to introduce any product, to change any price and to use any product message. If you a consumer, which of the following is **NOT** consider as your right?
- a. The right not to buy a product that is offered for sale.
  - b. The right to received discount and engage in the promotional activity.
  - c. The right to expect the product to be safe.
  - d. The right to expect the product to perform as claimed.

39.

Coca-cola has committed to reclaiming and recycling the equivalent of all the packaging it uses around the world. Hence, the company developing new set of environmental skill and capabilities through invested their money that address a host of environmental issues, such as recycling, resource usage, distribution, and even outdoor advertising.

Statement 3

Statement 3 above shows the activities by Coca-Cola to protect the environment. Which of the following is the most significant?

- a. New clean technology.
  - b. Pollution prevention.
  - c. Product stewardship.
  - d. Sustainability vision.
40. Which of the following is **TRUE** about Innovative Marketing?
- a. Company seeks real product and marketing improvements.
  - b. Invest in customer-value-building marketing.
  - c. Define mission in broad social terms rather than narrow product terms.
  - d. Deliver superior value.

**Continued...**



**SECTION B [20 Marks]**

41. A market consists of actual and potential buyer who always search for products, communicate with companies and purchase the products.
42. Societal marketing concept considers to the production, quality and product feature to meet the consumers' needs and wants.
43. Business portfolio is the collection of businesses, competitors and strategic planning analysis that make up a company.
44. Marketing, Human Resource, IT, and Finance department can be classified as value chain that carry out value creating activities to design, produce, deliver and support a firm's products.
45. Market penetration is a kind of growth strategy that offers existing products to existing markets.
46. External data, marketing intelligence and marketing research is among sources of information that marketers can obtain.
47. Gathering primary data by asking people question about knowledge, preference, attitudes and buying behaviour are referring to survey research.
48. Miss Cahaya Imani conducted a market research and selected northern Malaysians as her sample to represent the whole population.
49. Culture refers to the unique psychological characteristics that distinguish a person's or group's behaviour.
50. Ruggedness, sophistication and excitement are among the brand personality traits that affects consumer buying behaviour.
51. Mr. Husaini believe that paracetamol is a kind of medicine which can reduce his high fever and headache. His buying behaviour is affected by psychological factor.
52. Segmentation can be define as selecting the segments to enter.
53. Psychographic segmentation refers to dividing the market into different segments based knowledge and attitudes of consumer.
54. Undifferentiated marketing is significantly referring to individual marketing.
55. There are two levels of product available in the market which is actual and augmented product.

**Continued...**

56. A product bought by a customer to assist him in the business operation is called industrial product.
57. Multi brands refer to existing product with new brand name.
58. One of the approach to obtain new product is by acquiring another company.
59. External sources of new product idea refer to sources outside of the company such as suppliers.
60. Product idea is a detailed version of the idea stated in meaningful consumer terms.

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**SECTION C [40 Marks]****QUESTION 1**

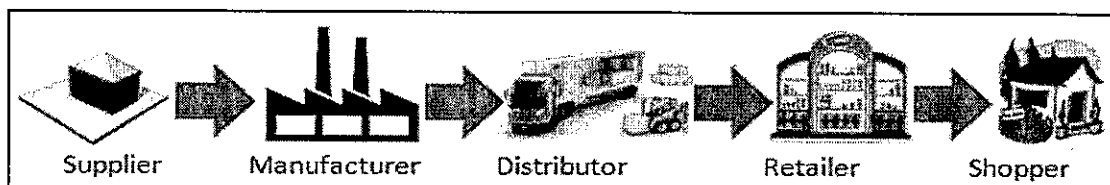
- (a) What is consumer buyer behaviour? (2 marks)
- (b) State the **FOUR (4)** types of buying decision behaviour. (4 marks)
- (c) Briefly explain any **TWO (2)** steps of buyer decision process. (4 marks)
- (Total: 10 marks)

**QUESTION 2**

- (a) Define Product Life-Cycle (PLC). (2 marks)
- (b) Illustrate in graphical form the **FIVE (5)** stages of Product Life-Cycle (PLC). (5 marks)
- (c) List down the **THREE (3)** criteria to ensure the successful of a new product development. (3 marks)
- (Total: 10 marks)

**QUESTION 3**

- (a) Define marketing channel (distribution channel). (2 marks)



Picture 5

- (b) Picture 5 above shows the channel members who are connected by several types of flow in delivering the best value to the final consumers. State any **FOUR (4)** types of channel flows. (4 marks)
- (c) What is marketing logistic and give **TWO (2)** types of major logistic function. (4 marks)
- (Total: 10 marks)

**Continued...**

**QUESTION 4**

- (a) Define advertising. (2 marks)
- (b) Provide the **FOUR (4)** advertising objectives. (4 marks)
- (c) Briefly explain any **TWO (2)** execution styles in advertising. (4 marks)
- (Total: 10 marks)

**End of Page.**